

**King, Valerie A.**

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**From:** Kimberly Prchal [Kimberly.Prchal@mdsps.com]  
**Sent:** Thursday, August 28, 2003 6:01 PM  
**To:** Valerie.A.King  
**Cc:** Peggy Niana; Kelli Hogeland  
**Subject:** Re: FW: Re: MDS-1852 Smokers

**Sensitivity:** Confidential



5624P 30 Second  
Radio Spot, 28...

Valerie,

I have attached the text for the :30 PHX spot. It is the same as the LNK :30 spot, except for the change in phone number. I also listened to the PHX :30 audio sent to you earlier today, and it matches the text. The text for the LNK :30 spot has previously been PM and IRB approved (just waiting on the audio - Kelli, any update?).

If you OK, I will send the :30 text, :30 audio and :60 audio to the IRB for expedited approval, hopefully this afternoon, tomorrow morning at the latest.

Let me know.

PS, PHX first print ad ran today and radio will begin immediately after IRB approval.

Kim

Resending because we've been having email problems today.....

-----Original Message-----

**From:** King, Valerie A.  
**Sent:** Thursday, August 28, 2003 12:42 PM  
**To:** 'Kimberly Prchal'  
**Subject:** RE: Re: MDS-1852 Smokers  
**Sensitivity:** Confidential

Kim:

The 60 second spot is fine. As soon as I have the script for the 30 second ad, I will respond to you with our feedback.

Thanks,  
Valerie

-----Original Message-----

**From:** Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]  
**Sent:** Thursday, August 28, 2003 11:58 AM  
**To:** valerie.a.king@pmusa.com; Peggy Niana  
**Cc:** Kelli Hogeland  
**Subject:** FWD: Re: MDS-1852 Smokers  
**Sensitivity:** Confidential

Valerie,

Attached is the proposed audio for the PHX radio ads. Take a listen. I

followed the 1 minute spot directly from the script and it is fine. I think the background music will be OK with the IRB also.

As for the thirty second spot, it sounds like parts of the 1 minute spot were taken to create the 30 second spot. Since the 30 second spot was not IRB approved and not PM approved, Peg will have to provide the script for the 30 second spot and then I will take both audio spots and the script for the 30 second spot to IRB for approval. This is of course, after PM approval of the package.

Please advise.

Please let us know when you plan on running the 1 minute and 30 second spots on the radio. Also, please let us know the start date of print ads.

Kim

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